



“Roadmap to Executive Director” (ED)

Exposure + Edification + “Experts” + Education – Explanations – Emotions = Enrollment



1. Start – Achieve Your Goals, Don’t Just Set Them!

MWR Link To Sign New QFDs: _____ Username/Password _____

Goal: Hit ED within 7-10 Days. (Sponsor 1 QFD Every 3 Days!)

Exposure + Education + Execution – Explanations – Emotions = Enrollment(s)

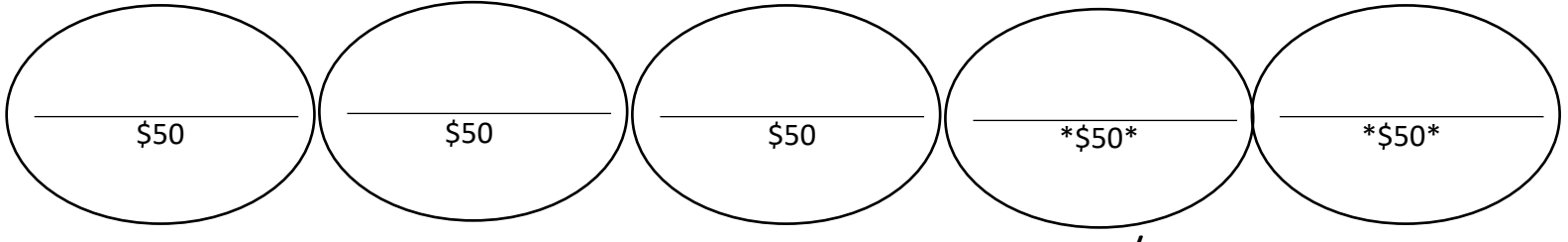
Answer this question: “To make my business worthwhile, I’m willing to work to build it to \$ _____ Mth.”

Answer this question: “I am building this business because _____!”

“3 Short Term Goals: 1) 5 QFDs = \$150/Mth 2) 15 QFDs = \$600/Mth 3) 50 QFDs = \$2000/Mth”

According to EquityMax: My debt-free year is _____! My Millionaire year is _____!

Momentum Bonus: 3 Personal QFDs Within 30 Days = \$150 (*5 overcompensates for 2 quitters!*)



Momentum Bonus Deadline/Date: ____/____

Executive Director Promotion (3-5 QFDs) = \$10 Expansion Bonuses on Personally Coded Team

Personally Sponsored	Personal? or Placed?	Personal? or Placed?	*Personal? or Placed?*	*Personal? or Placed?*

Daily Guarantee: 3-5 Personal QFDs & 1 Personal Customer = \$5/Day (\$150/Mth)

Name of at least 1 Personal Customer (\$79/Mth)

- 1. _____
- 2. _____
- 3. _____
- *4. _____
- *5. _____

(YES! These may be the same QFDs who qualify you for your Momentum Bonus, but sponsor as many QFDs as possible.)

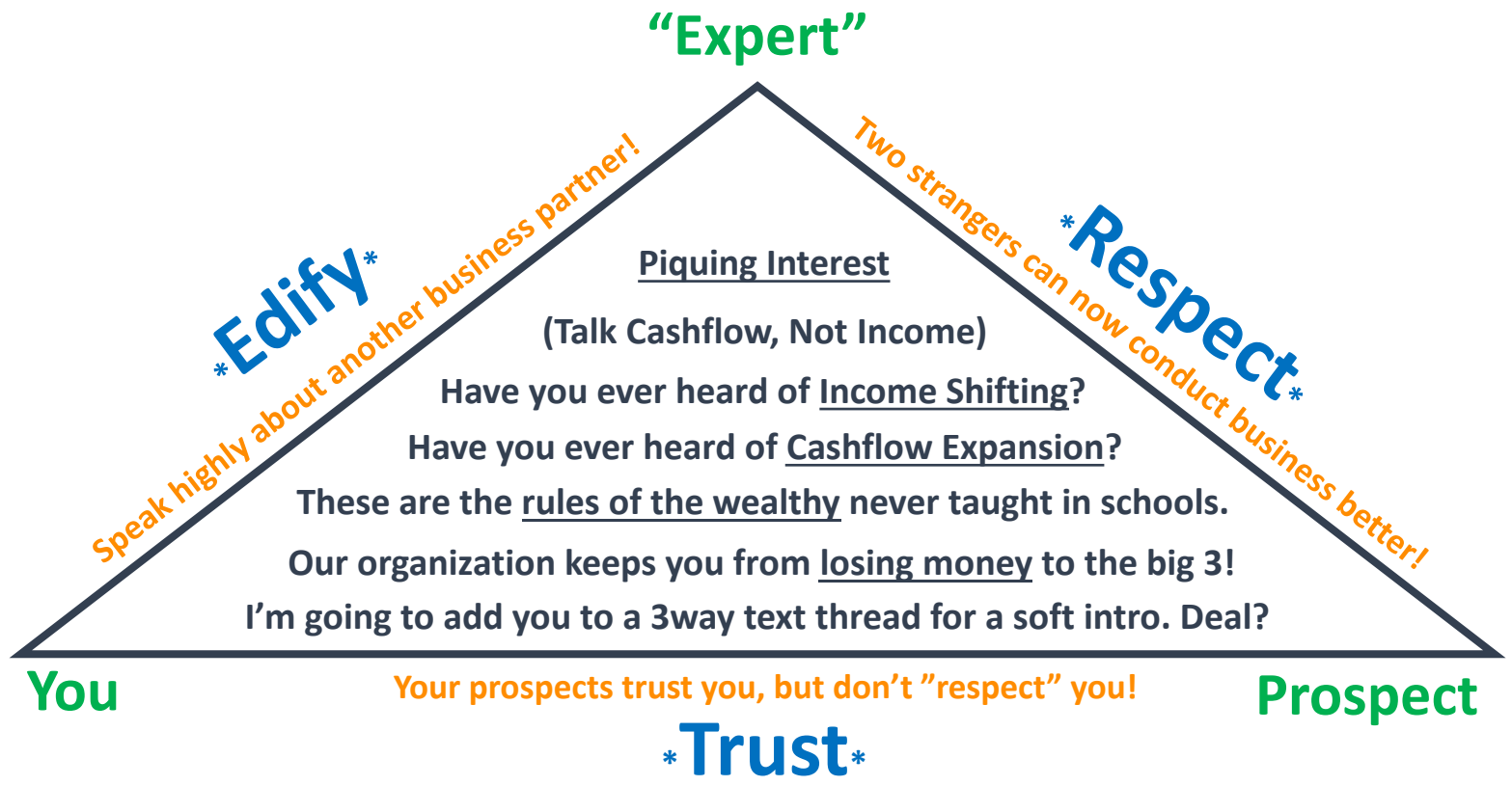
Note: Your bank statement will show 2 separate transactions monthly:
 Financial Edge (\$79.97) + MWR Backoffice (\$40) = Your Investment (\$119.97)
 Use this “Roadmap to ED” guide and your business will fund itself.

Be sure to upload your photo and create your social media recognition banner to showcase your accomplishments and pique MORE interest online: www.EDMRewards.com

****Read the Prospect and Member sections of FAQ!****

Schedule 2 Private Virtual Zooms to Hit ED/SD!

Date: _____ & _____



What (Trust): The 3-way text thread is your prospect's FIRST exposure to Cashflow Expansion & Income Shifting.

Why (Respect): The most "difficult" part of building the business is simply getting your prospects to see it. 3-way texts threads and calls are necessary to introduce the concept of a TEAM effort instead of "individual convincing." This keeps your prospects from overwhelming you as a new QFD!

How (Edify): Use the 4 personality types and phrases below to pass your prospects to a business partner/"expert" more experienced than you. You MUST remove yourself quickly to pass the prospect.

Step 1 - Edify Your "Expert" Using The 4 Personality Types

- *Winter – Money Motivated: "He/She is positioned to cashflow an extra 5-7 figures!"
- *Spring – Help Others: "He/She is helping tons of people earn double digit returns."
- *Summer – Having Fun: "We're having a ton of fun exposing the rules of the wealthy!"
- *Fall – Detail Oriented: "He/She can answer all your questions regarding income shifting."
- *Combo – "He/she is like the 'celebrity' of our group when it comes to getting your \$ back from the Big 3!

- Step 2 - Introduce the prospect & "Expert" via a "3-way text thread."**
- Step 3 – The "Expert" will use alternative choices to schedule a call.**
- Step 4 - The QFD will remind the "Expert" & prospect and make the connection.**
- Step 5 – The prospect should notify the text thread after site videos or zoom has been watched.**
- Step 6 – The "Expert" will close your prospect via a 2nd call. Relax, the pressure is on EDM, NOT you!**

3. Stay – Plug Into Training As Often As Possible

Important Sites & Tools:

Exposure + Edification + “Experts” + Education – Explanations – Emotions = Enrollment

www.HowToShiftYourIncome.com

[Send Prospects Here For 24/7 Overview](#)

This is the Extra Digit Movement site to introduce all prospects to the concept of Cashflow Expansion and Income Shifting.

www.HowToIncreaseYourCashflow.com

[Send Prospects Here for Live Weds Night Overview and Replays](#)

This site will direct the prospect to Extra Digit’s Facebook Fanpage to see the Live Video Feed. For those who do not have Facebook, it will also stream to our Extra Digit Movement YouTube Channel.

www.MWRFinancial.com/username

[Send Prospects Here To Join as QFDs \(Join Now\) or Get the Financial Edge Membership \(Become a Customer\)](#)

If the site ever warns the prospect “Contact your Lifestyle Consultant to get started,” they have entered the wrong username/extension after the website.

www.ShiftMyIncomeNow.com

[Send Prospects Here For “More Information” from Corporate](#)

This is the corporate site that represents a prospect’s 2nd exposure. Prospects generally have to see a presentation in 2 different formats before they make a decision.

www.IncomelsYourOutcome.com

[Presentation and Training Zooms Hosted By Brian Beane \(Appt. Only\)](#)

This site is where Mr. Beane conducts his own Virtual Profit Parties and/or training when applicable.

www.HowToShiftYourIncome.com/members

[Send New QFDs Here For EDM Quick Start Training](#)

This site is the outlet for all the steps necessary to begin your new QFDs journey to financial freedom!

Services & Tools To Register For From Your MWR Financial Backoffice

SmartCredit Monitoring (\$14-\$19/mth) *Optional, but highly recommended to track Credit Max progress!

Taxbot Record Keeping App *Create your free account BEFORE downloading the mobile app

Join Our “Extra Digit Movement” Facebook Group

Facebook Pages To “Like”

Extra Digit Movement and MWR Financial Testimonials

Subscribe to the “Extra Digit Movement” YouTube Channel

FREE Bonus Courses and Training: www.BrianNBeane.com/GoShop

Free “Fast Track To AD” Training Library

Free Instinct Series Recap

Free “Escape Artists” Instincts Training

www.GameChangerATL.com

Mark your calendars and register for next quarter’s Game Changer Event

Profit Party Worksheet

MWR Financial's _____ to Financial Freedom

Your ___ Financial Challenges

① _____	② _____	③ _____	④ _____
The _____ Income Killer	The _____ Massacre	The _____ Curse	The _____ Trap
<ul style="list-style-type: none"> The \$ Loses Value Business Owners Social Distancing Ex: Restaurants 	<ul style="list-style-type: none"> You Lose Your 1st 1/3 Your Largest Expense Income, Property, Sales Ex: Stimulus Checks 	<ul style="list-style-type: none"> You Lose Your 2nd 1/3 Your 2nd Largest Expense Interest Works Forever Ex: High Unemployment 	<ul style="list-style-type: none"> You Lose Your 3rd 1/3 You Celebrate Monthly Spend Billions in Marketing Ex: 401Ks Decreasing

Your ___ Financial Solutions a.k.a. "Income _____"

Ⓐ _____ Mgmt	Ⓑ _____ Income	Ⓒ _____ Income				
<p>W2: Taxed @ ____% - 33%</p> <p>I Work, I'm _____, I Spend</p> <p>A) Minimize _____</p> <p>B) Minimize Debt</p> <p>C) Minimize Expenses</p> <p>D) Increase Credit _____</p> <p>Financial Edge Membership</p> <table border="1" style="width: 100%;"> <tr> <td>_____ Max</td> <td>_____ Max</td> </tr> <tr> <td>_____ Max</td> <td>_____ Max</td> </tr> </table>	_____ Max	_____ Max	_____ Max	_____ Max	<p>1099: Taxed @ ____% - 23%</p> <p>Biz Works, Biz _____, Biz Taxed</p> <p>\$_____ Investment \$_____/Mth (___ Pts)</p> <p>A) Momentum: \$_____ - \$450 - \$_____</p> <p>B) Leadership: \$10 - \$_____/Mship</p> <p>C) Luxury Car Bonuses (200pts) \$_____, \$1250, \$_____/Mth</p> <p>D) Presidential Bonus \$500 to \$_____K</p> <p>E) Daily Guarantee \$5 - \$_____/Day Note: 3 QFDs = \$150 (Covers Mship) 12 QFDs = \$_____/Mth (3 x 3 + 3)</p> <p>Summary: \$150 - \$_____/Mth</p>	<p>Investor: Taxed < ____%</p> <p>\$ Works, \$ Re-Invest, More \$\$</p> <p>A) _____ Banking</p> <p>B) _____ Banking</p> <p>C) Your _____</p> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 10px auto;"> <p>_____ Max</p> </div> <p>"If you're not _____, you're not even on the road to _____!" -BNB</p>
_____ Max	_____ Max					
_____ Max	_____ Max					

Your ___ Financial Objectives:

Current Lifestyle Paid For = _____ & Future Lifestyle Paid For By = _____

The ___ Company: Making _____ Real Financial (MWR)

The Service: The Financial _____ Membership (_____ Pts)

Are you a #3, #2, #1?

#3 = "I'm Out," #2 = Member \$_____/Mth) or #1 = QFD \$_____/Mth